

AGENDA

THE HUNTINGTON BEACH AUTO DEALERS ASSOCIATION

BUSINESS IMPROVEMENT DISTRICT

December 15, 2010

8:30 AM

Toyota of Huntington Beach

Second Floor Conference Room

18881 Beach Blvd.

Huntington Beach, CA 92648

Bob Miller, President, Paul Conant, VP, Bill Demarest, CFO

Call to Order:

1. Public Comments

The BID welcomes public comments on all agenda items. We respectfully request this public forum be utilized in a positive and constructive manner. Please focus your comments on any agenda issue you would like to comment on. Three minutes per speaker have been allocated.

2. Agenda Item #1: Review and Approve Minutes of September 15, 2010

3. Agenda Item #2: Review and Approve Operating Reports of Sept. – Nov., 2010

4. Agenda Item #3: Blvd of Cars Store(concierge location) – YTD data reflecting visitation and upcoming events

5. Agenda Item #4: Community Fund Raisers – recap for Sept – Nov., 2010, expectations for Dec. and allocation of funds for first quarter of 2011

6. Agenda Item #5: Marketing & Advertising

7. Agenda Item #6: Old Business – Reader board update

8. Agenda Item #7: New Business

9. Adjourn